Federal City Performing Arts Association
Board of Directors Meeting Minutes

Wednesday, February 26, 1997
2801 M St, NW, Washington, DC

DIRECTORS:	Present:	Fred Boykin, Jim Coyne, Bill Eadie, Jack Gerard, Darrell Lewis, Jeff Peirce, John Perkins, Henry Salevsky, Bob Wheeler, Robert York.
	Absent:	Thom Gibb, Jim Madigan, Joe Vignali.
STAFF:		Jeff Buhrman, Jim Holloway.
GUESTS:		Mark Bombaci.

I. Call to Order

Meeting Called to Order at 7:30 pm by Boykin.

II. Approval of Minutes

Peirce moved, Salevsky seconded, to approve the January 22, 1997 Minutes.
Unanimous in favor. Minutes approved.

Wheeler moved, Peirce seconded, to approve the Minutes of the February 9, 1997 special meeting.
Unanimous in favor. Minutes approved.

III. Financial Report

Peirce presented the February Report with the Comparative Statements of Income and Balance Sheet for the month ending January 31, 1997. Overall, we are in good shape. Although year to date expenditures exceeded revenues by more than $11,000 (a year ago they exceeded revenues by $15,000), our cash flow has been very heathy so that we have not had to transfer, as budgeted, $23,350 from reserves. YTD revenues are ahead of FY 96 by almost $31,000. YTD expenditures are below budget by more than $31,000. Departmental reports will be distributed at the Operations Committee meeting.
Lewis moved, Gerard seconded, to accept the financial report.
Unanimous in favor. Report accepted.

- Peirce reported that he, Monell, Tracie Powell and Steve Herman conducted an internal audit of ticket sales for the current fiscal year, from which no significant differences were found between the records of the ticket manager and the accountant. Several suggestions were offered to increase ticket sales.
- The services of Mickey Wheatley, Esq., have been retained to persue the matter of our delinquent audit from Kyle & Company.
- FY 1998 budget preparation materials were distributed. Every person with budget responsibility has been assigned an assistant from the Finance Committee to help in preparing the submissions, which are due March 26, 1997.

IV. President's Report

- Boykin distributed GALA Choruses' 1997 Leadership Conference Workshop proposal forms. Both he and Holloway encouraged Board members to attend the conference and give serious consideration to sharing their expertise through presenting a workshop. GMCW has a reputation for leadership in the GALA network.

- Boykin observed that the Board is within four months of the end of its term and he urged members to think about planning for their succession should they not be running for the Board again or if they plan to change functions next year. Individuals with leadership potential need to be identified and mentored; succession planning begins now.

- The first meeting of an operations committee that will focus on the operational concerns of the organization (as opposed to policy issues) will be held March 5. Monell will chair. We are launching this as a six-month pilot project to determine if and how it works. Beginning in March, team reports will be given at the operations committee and will be dropped from the Board agenda. The Board will need some type of summary of operations committee meetings.

- A hearty welcome was extended to new Board member, Jim Coyne.

- Boykin reminded members that he is always available for discussion and to deal with their problems. We want to address difficulties early on, rather than have them fester into really big issues.

- The annual Capital Club auction will be held March 8. Each Board member is urged to attend, to greet potential donors who will be present, and to fulfill their roles as leaders of GMCW.

V. Executive Director's Report

Boykin reviewed Monell's written report that was distributed prior to the meeting.

- Monell is presenting a recommendation to the Capital Club leadership to initiate a new donor club for businesses that would tap into individuals within organizations who have some control over their resources and want to support us.

- The Names Project is producing a video of the Quilt in the Capital. We have agreed to let them use GMCW performances of "We Shall Overcome" and "Sing Me to Heaven."

- A check for $10,000 has been received from the Harry Powers estate as a partial settlement of that estate.

- Individuals have been identified to constitute a strategic planning committee. The plan is to begin meeting in March to review and approve a plan; the majority of work will be in April, May and June. A Strategic Vision Statement would be adopted by the new Board as one of their first pieces of business and plans would be created for operationalizing that vision statement beginning in August.

- For the Proud & Peaceful CD project, the first draft of the packet to be mailed to auditioning pianists is complete and packets will be mailed this week. The music review team will need to meet soon. Target production date is early fall.

- Succession planning is a high priority. The Executive Committee will be evaluating skill levels needed on the Board, particularly for the individuals who will take over future roles in FY 99.

- Also presented were an analysis of the Pride & Joy CD project, and a Holly Near Concert financial report.

VI. Music Director's Report

- Holloway reported that planning for the Spring concert is progressing. Guest groups are DC Cowboys and Lambda Squares. ROTC may have backed out due to a schedule misunderstanding. Mark Smouse is enlisting additional "extras" from the gay roller skating club, and is also choreographing special dance segments featuring chorus members.

- Arrangements are booked for the Summer concert. The rehearsal schedule has been drawn up and shared with the travel committee.

- The Artistic Advisory Group met February 19 and set the annual agenda. Matters of format, communication, season planning, and "total concert experience" were discussed.

- Holloway announced that Vignali has placed holds on the following performance dates and venues for the 1997-98 season:

Winter:	December 13 & 14	at Lincoln
Spring:	March 20 &21	at Lisner
Summer:	May 16	at Lincoln

The move to a week later in December is seen to benefit the marketing of the concert and to address membership concerns about absences over the Thanksgiving weekend, which is often the last rehearsal before we go into the theater. The Spring concert is scheduled earlier than usual owing to the compressed calendar. It's theme, opera and opera parody, is high flexible and lends itself to a terrific high energy event whether or not it is a scripted, fully-staged production, or more of a big concert event. The Summer concert has involved quite a bit of discussion among a group that represented various management and music aspects of our chorus. With a target date of late May projected for the European tour, concert dates before and after the tour were evaluated. For a variety of reasons, including staffing and promotion, it was decided the earlier date was the best all around and it preserves the intention that the group which tours is an extension of the season. It will be a complete season for everyone whether or not they participate in the tour. We will likely participate in Gay Pride Day events after the tour and we don't know if a Rehoboth Beach benefit might also be in the picture. Those things would be optional extensions to the season. Because of the time span between the Spring and Summer concerts and the necessity of preparing for the tour, we believe the Summer concert should be a hybrid "Subscription/GMCW Presents" event where we will share the stage with a major artist. We had considerable discussion about how this concert would be perceived; everything we do for the public must be seen as a step forward in sophistication and the expertise of what we do. The experiences of some of our peer groups are being examined. We are looking for the right combination of gay pride, international appeal (tour coming up), and marketability.

- Jeff Buhrman distributed a report on the Potomac Fever European tour that addressed the schedule of concerts and repertoire, travel schedule and participants, costs of total travel and of individual participants, and fundraising activities. In approving the tour last spring, the Board agreed to cover the Various Voices Festival fee for Potomac Fever members. Buhrman noted that fee is $185, considerably more than that estimated a year ago. After much discussion it was the consensus of the Board to honor its original total financial commitment, and to cover the participant fees.

VII. Team Reports

- *Marketing* - Salevsky reported that the European Tour Committee had approached him with a fundraising idea that would assist individual chorus members in raising funds for their trip. The plan is that for every concert ticket a member sells, a percentage of the ticket value is credited to his travel account. A member must sell a minimum of 10 tickets to be eligible for this program. In the example used, if a member sells 10 tickets, his travel account is credited with $50. (20%). We would do a trial run of the program for the Spring concert. Salevsky suggested there were minimal risks in this program and that it had good potential to boost internal ticket sales, an issue of concern. It was agreed that he should pursue refining the parameters of the program with the ETC. Finance and Marketing teams also need to be consulted, particularly regarding issues of non-tour participants, year-end carry-over, and the application of credits to other programs.

- *European Tour Committee* - Wheeler observed that consensus on the committee is moving toward Scandinavian venues. A decision on this issue is expected in March.

- *Fundraising* - Gerard enumerated projects thus far this year: Holly Near sponsorships, Pride & Joy CD fund sponsorships, Jim Richardson fund, first-ever winter phonathon, party at Wanda's, assistance to Capital Club with data base and mail merge for membership gala, auction sponsors, and work on June concert sponsorship.

- *Advertising* - Gary Regan is leading an effort to get chorus members involved in providing sales leads for program advertising.

- *Personnel* - Perkins announced that the screening committee to assist Holloway and Boykin in the Assistant Music Director search is composed of Mario Champagne, representing the Music Advisory Panel; David Streit, Potomac Fever; and himself, Personnel Committee. The position announcement is appearing locally and nationally. The committee expects to begin screening applications in mid-March and to begin interviews in early April. The hiring process is expected to be completed by the end of May.

- Eadie remarked on the continuing positive effects from our appearance at the Inaugural concert and the resultant invigorated responses we're receiving from the media. A critic who writes for both the Washington Post and the City Paper has expressed strong interest in writing a feature on "Naked Man." Eadie expressed a need for assistance in handling calendar listings and feeding basic information to the media. Salevsky observed that our list of recipients for press releases has doubled or tripled over the past year.

VIII. Old Business

None.

IX. New Business

None.

X. Adjournment

Coyne moved, Lewis seconded, to adjourn the meeting. Unanimous in favor. Meeting adjourned at 9:07 pm.

Respectfully submitted,

John E. Perkins
Secretary
FCPAA

Attachments for the Record:

February Finance Committee Report
Executive Director's Report, February 26, 1997
Report from Potomac Fever, February 22, 1997